

# Managed E-Marketing



## Effortlessly target your marketing campaigns, track results, and trigger sales follow-up.

With the right process and systems in place to convert leads to customers, and a team of electronic marketing experts available to do all the work, our Managed E-Marketing service makes your business-to-business marketing easier than ever before. Our Managed E-Marketing lets you enjoy all the benefits of your own marketing team, but without the high price tag of hiring one!

When you enroll in Managed E-Marketing, we get you started quickly with ongoing email distribution list management. We consolidate all your internal contact sources into a central online database including contacts from Microsoft Outlook, your accounting system, and your sales team's portable devices (laptops, PDA's).

Each month a targeted campaign is distributed to everyone in your database. Every campaign links to a personalized landing page designed to convert prospects further along the ordering process. Each campaign is tested and we continually monitor results to optimize response, ensuring an exceptional electronic marketing program that delivers results.

And real-time reports give you detailed feedback about your campaign and tell you who clicked on what, and when, so you can focus your follow-up efforts and maximize sales force effectiveness.

So if you want to effortlessly generate and capture qualified leads, accelerate your sales capabilities, drive more profitable customer relationships, build your brand for success, and see fast results, our Managed E-Marketing service includes everything you need.

### Key Features

- Complete project management and oversight
- Initial set-up and ongoing management of your email database
- Campaign strategy, copywriting and messaging
- Monthly distribution of integrated campaigns to all your contacts
- Campaign testing, analysis, and optimization to ensure success
- Detailed reporting to measure the success of each campaign
- Real-time lead alerts to notify your sales force of warm prospects

**GET 30% OFF**  
**OUR MOST POPULAR**  
**ERGONOMIC CHAIRS**

**MORE COMFORT = MORE PRODUCTIVITY**

Dear Paul,

It's no secret - a comfortable chair means a more productive, happier employee. That kind of ROI (return on investment) is good for everyone!

Now, you can get our most popular ergonomic chairs at 50% OFF the list price. [Click here](#) to see a selection of our best-selling styles.

This limited-time offer is valid now thru 10/31/06.

Sincerely,

Scott Meyers  
Office Furniture Expo  
888-904-1978

**QUICK SHIP SAVINGS EVENT**

**VISIT OUR ONLINE SHOWROOM TO PICK AN ERGONOMIC CHAIR**

**CLICK HERE**

Download a free ergonomic tips.  
**CLICK HERE**

### Sample Campaign

Contact your Account Manager for more information on United's Furniture Program

United Stationers Supply Co. • One Parkway North Boulevard • Deerfield, IL 60015 • 847.627.7000 • www.ussco.com

Bookshelf  
24w x 24D

66w x 30D

72w

FMB-018-0408